



## **FALL FOR THE ARTS 2012**

### **History and Background**

To kick off National Arts & Humanities Month last year, the Port of San Diego, in conjunction with the City of San Diego Commission for Arts and Culture, NEA, San Diego Foundation, California Arts Council, and the San Diego Convention & Visitors Bureau hosted a free arts and culture fair in the Port Pavilion on San Diego Bay on October 1, 2011.

The first time event was a big success featuring 60 arts and culture groups and attracting nearly 3,000 attendees. As a follow up the organizers are teaming up once, but instead of a one-day event the goal is to create a **month-long spotlight** on the many vibrant arts and cultural activities available in our region. The bonus value will be to emphasize **FREE** events and special discounts. **Fall for the Arts** is planned for **October 2012. More information will be available at the 2012 Cultural Tourism Summit on July 11.**

Stay tuned for more details.

### **Programming Partners**

**ConVis Kids Go Free:** Building on the success of the Zoo's Kids Go Free in October campaign, ConVis is asking others (Sea World, Legoland, hotels etc.) to offer admission to kids for free this month. Their goal is to bring in visitors during this time. They are planning a major marketing campaign focusing on this program. **Fall for the Arts** will be a featured component.

**San Diego Museum Council Kids Go Free:** The Museum Council will repeat their successful program featuring with nearly 40 Museums offering free admission with an adult ticket purchase. This will be a key feature of the **Fall for the Arts** campaign.

### **Launching the New Fall for the Arts**

Organizers plan to present the concept to the Arts and Culture community at the upcoming Cultural Tourism Summit on DATE.

## **Marketing**

The strategy is to build on the existing brand and continue to grow our audiences through increased visibility, collaborative cross-over events, and discount incentives.

*Tactics include:*

- ConVis website to host and promote **Fall for Arts** landing page and added content (including event mapping)
- Print ad in the Union Tribune in September
- Print ad in ConVis printed ad insertions
- 140 alternating Fall for the Arts banners along Harbor Drive
- Social Media
- Other press release/print/media ads for Fall for the Arts (possible Pandora Ads)
- Fall for Arts **Marketing Tool Kit** including web link button, press release, social media copy etc. distributed to participating organizations
- Public Relations will be coordinated by TR/PR Public Relations, Citrus PR and ConVis Public Relations through Joe Timko

## **Partners:**

- City of San Diego Commission for Arts and Culture
- San Diego Foundation
- San Diego Convention & Visitors Bureau
- San Diego Museum Council
- National Endowment for the Arts
- California Arts Council

## **Committee**

- Victoria Hamilton
- Felicia Shaw
- Toni Robin
- Cecelia Kouma
- Paige Satter
- Jennifer Oliver
- Danielle Ward
- Leann Kim
- Theresa Kosen